CEC Entertainment

Where a Kid can be a Kid

August 4, 2006

Chuck E. FOCUS



Inside this issue:



IN THE SPOTLIGHT

thought of the week...

"Leadership is not about ability, it's about responsibility"

Sent in by *Denis Richardson*

Magical Hospitality / Montgomeryville, PA #711
Southeast Region ~ Jim Brawley's District
Great Leadership from GM Marco DiGregio

I am the director of the Junior Division of Willow Grove Summer Day Camp. Each summer we bring our youngest campers (ages 4-6) to the Chuck E. Cheese at your Montgomeryville location. This year was especially outstanding. We were greeted when we arrived and given exceptional service. Of particular note, Liz Morrison made sure we got what we needed in a timely fashion and took care of all of our special needs. Our kids thoroughly enjoyed themselves as did the adults who accompanied them. The visit went extremely smoothly each of the two days we came. (60 children each day) I have already indicated to my superiors that this is where we want to go next summer. Thanks to all for a wonderful experience.

Rick Shohen, Director
Willow Grove Summer Day Camp

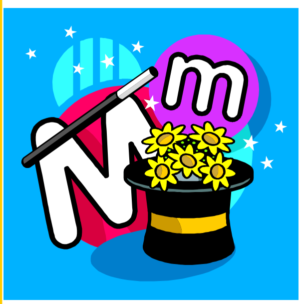


Magical Hospitality / Mississauga West, Ontario #836
Midwest Region ~ Sam Catinella's District ~
Great Leadership From GM ~ Frank Caesar

My child recently attended a birthday party at Chuck E. Cheese's located in Mississauga and I just wanted to share my wonderful experience with you. During the party, I remained in the restaurant with my other child but still kept an eye on the party. From my view, everything looked excellent. My son had a blast when the hostess, Rachel, had the children pretend to be lions as they got up to get a drink. She was very interactive with the kids, and even attentive to the other adults, as well as myself.

The Chuck E show was wonderful. The hostess did such a good job all alone with just the children and Chuck E. Also, the man attending the games, I didn't catch his name, was very helpful as every game I seemed to touch would steal my tokens! He was very professional and prompt. Everything ran smoothly and on time.

Now my son wants to have his birthday here next year!



Magical Hospitality / Nanuet, NY #849
Northern Region ~ Bill Eich's District ~
Great Leadership From GM ~ Juan Colon

On July 26, 2006, we went to have pizza and celebrate my daughter's 9th birthday. We arrived at approximately 8:30p.m. Jason Burgos was very pleasant at the register. When the food came, Michael was extremely friendly. He treated my family as if we had known him for years. My children were very excited because he actually went and dressed up as Chuck E Cheese and took pictures with them. I really did not expect this since we only planned on having pizza and letting the kids play for an hour or so.

The manager (Roberta) was also very nice. I have been to this location a few times, and I must say, these three people (Michael, Roberta, and Jason) really made me feel like I should bring my family there more often! I really believe these three employees deserve some kind of recognition! My kids can't wait to go back!

Thank you for hiring such wonderful people to work for you.

Yessenia Vasquez
Special Education Teacher



Complaints

Week Ending July 30, 2006

Midwest Region:
836, 58, 688, 842, 726, 326
359, 873, 948

Western Region:
2-329, 3-315, 42, 407
419, 442, 710, 620,

Southwest Region:
31, 856, 735, 563, 564, 891
962, 597, 596, 609, 609, 715, 854

Northern Region:
2-464, 2-481, 737, 501, 512,
501, 489, 2-479, 625, 470, 480, 519,
839, 505, 527, 101, 553

Southeast Region:
2-117, 118, 87, 605, 545, 365,
55, 638, 533, 455, 718, 690,
434, 682, 66, 403, 92, 540, 719, 560

Compliments

Week Ending July 30, 2006

Midwest Region:
336 & 836

Western Region:
440, 406, 409, 761

Southeast Region:
635, 455, 424, 759

Northern Region:
849, 500, 494, 547, 745, 737

Southwest Region:
599

WEEK 30

Top 10 Sales Volume

LOCATION	VOLUME
1. Bell/Los Angeles #446	$91,991
2. Sun Valley/Los Ang.#418	$80,396
3. Bronx, NY #523	$77,935
4. Sterling, VA #654	$75,704
5. Kendall, FL #438	$74,642
6. Brooklyn, NY $522	$74,214
7. Ventura, CA #453	$72,970
8. Brandon/Tampa #420	$71,823
9. Bakersfield, CA #041	$67,485
10. Sacramento, CA #410	$67,132

WEEK 30

Top Ten % Increase

LOCATION	% Increase
1. West Orlando #719	168.0%
2. Chicago/Kedzie #063	48.6%
3. Port Huron, MI # 700	44.3%
4. San Bernadino #415	41.2%
5. Langley/Vancouver #847	39.0%
6. West Allis, WI #843	38.9%
7. Saginaw, MI #117	38.3%
8. St. Louis/St. Charles #948	35.3%
9. Oceanside/San Diego #045	35.3%
10. Springfield, OH # 938	34.0%

CARL BUDDIG LUNCHMEAT PROMOTION

As noted before in the 7/14/06 newsletter Chuck E. has teamed up with Carl Buddig Lunch Meat and will be featured on their FSI that will publish on August 6th. We will have the following two coupons on the ad:

"Buy 30 tokens and get 30 free"
"$19.99 Super Fun Family Pack"
1 large pizza
4 drinks
30 tokens

We are also including the following coupon offers on their website:

"Buy 50 tokens and get 50 free"
"$18.99 Super Fun Family Pack"
1 large pizza
4 drinks
30 tokens

Please contact the marketing department if you have any questions or comments.



Merchandise Info ~

Merchandise on the BBS

Merchandise now has a section on the BBS. Check it out weekly for new updates and news from the Merch Dept. You can also find display pictures.

Don't know how to get log on the BBS? It's simple.
Click on the BBS Icon on your back computer
Create a User Name and Password (if you store does not already have one)
Click on "File Downloads" from the side menu
Here you will see the "Merchandise" section

If you ever have a question on how to display a merchandise piece, check out the BBS!



401K News ~

401(k) NEWS

Effective July 1, 2006, the interest rate for the Guaranteed Income Fund (GIF) will be 3.10%.

This rate will remain in effect from July 1, 2006 through December 31, 2006 and is guaranteed not to change during that time.

Also….

Employees enrolled in the CEC Entertainment 401(k) Plan may transfer their CEC Stock to another fund in the Plan once they become 100% vested (employed with CEC for three years). To transfer your stock fund to another CEC 401(k) fund please contact the Benefits Department for the transfer form.

Once you have transferred out of the CEC stock fund you cannot transfer back to the stock fund. For all other transfers to and from funds please contact Prudential directly.

Prudential 877-778-2100
http://www.prudential.com/online/retirement

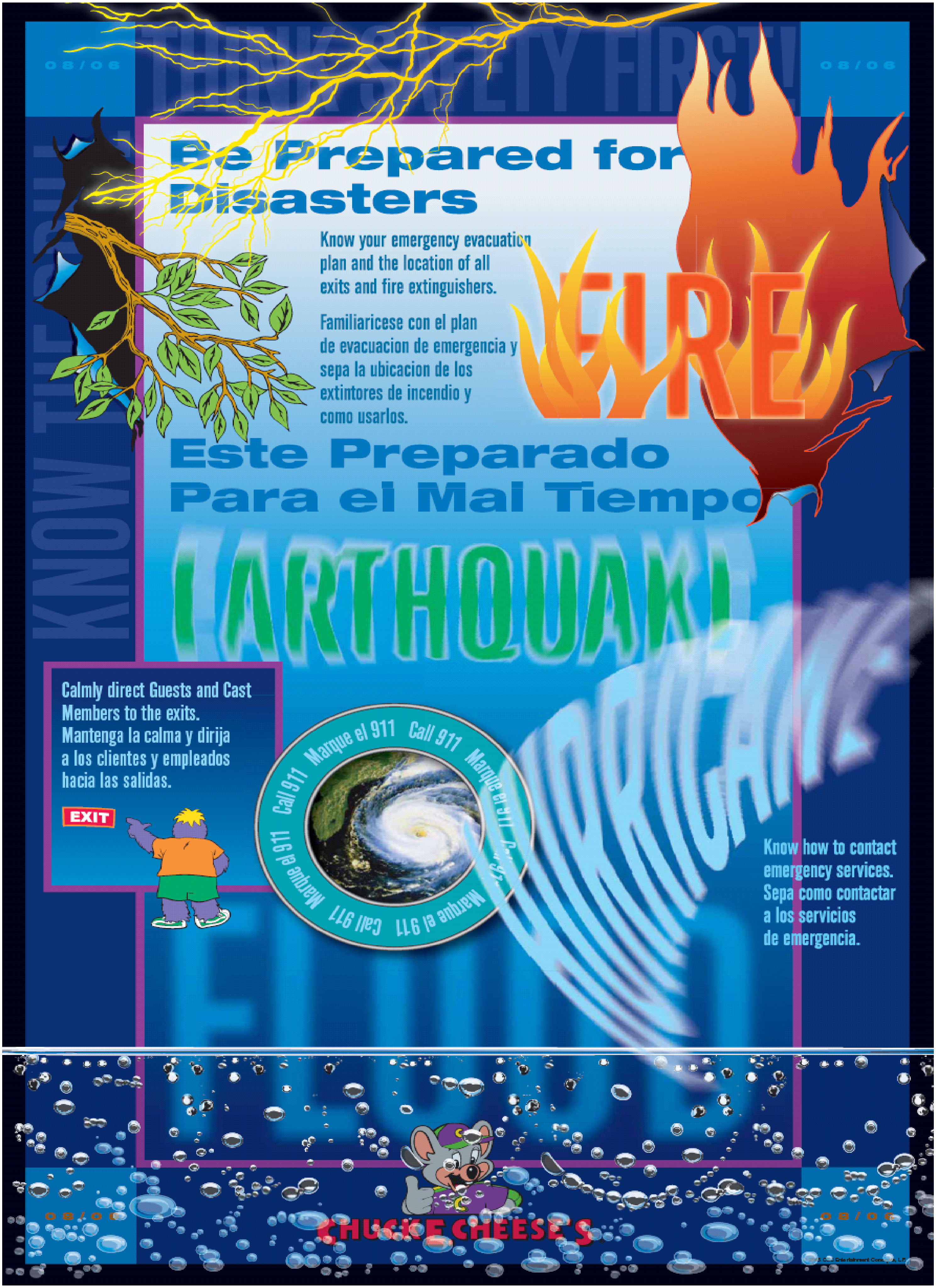
The next 401(k) enrollment will be held from September 4th to September 29th.

OPEN ENROLLMENT IS COMING!!!

Open Enrollment will be held in November. Packets will be sent out to all Full Time employees working at least an average of 35 hours a week. Employees will receive their packets at their stores. If you do not receive a package in November and believe you are eligible please call the Benefits Department at extension 5463 or 5496. Any changes made during Open Enrollment will become effective January 1, 2007.

UNITED HEALTHCARE CARE24

As part of your benefits, Care24 can help you and your family identify and resolve problems affecting your emotional and physical health. Available 24 hours a day, 7 days a week. Registered nurses and master-level counselors are ready to help. Just call 1-888-887-4114.


08/06
THINK SAFETY FIRST!
08/06
KNOW THE DRILL
Be Prepared for Disasters
Know your emergency evacuation plan and the location of all exits and fire extinguishers.
Familiaricese con el plan de evacuacion de emergencia y sepa la ubicacion de los extintores de incendio y como usarlos.
FIRE
Este Preparado Para el Mal Tiempo
EARTHQUAKE
Calmly direct Guests and Cast Members to the exits.
Mantenga la calma y dirija a los clientes y empleados hacia las salidas.
EXIT
Marque el 911 Call 911 Marque el 911 Call 911 Marque el 911 Call 911
HURRICANE
Know how to contact emergency services.
Sepa como contactar a los servicios de emergencia.
FLOOD
08/06
CHUCK E CHEESE'S
08/06

Be Prepared for Disasters
Este Preparado Para el Mal Tiempo

BACKGROUND INFORMATION

If an emergency such as a fire or an injury occurs, you and your team need to be thoroughly prepared and know how to respond. Through training, safety committee meetings, and safety discussions, you and your Cast Members should have an emergency plan in place for fires, natural disasters and personal health emergencies.

INFORMACIÓN PREVIA

Si se produce una emergencia, como un incendio o un accidente, usted y su equipo necesitan estar muy bien preparados y saber cómo actuar. Mediante la capacitación, las reuniones del comité de seguridad y los debates de seguridad, usted y sus empleados deben concertar un plan de emergencia que pondrán en práctica en caso de incendios, catástrofes naturales y emergencias médicas.

Discussion Points:

Fires

- Know where all fire extinguishers are stored, how to use them and which ones to use for which fires.
- Check your Ansul extinguishing system often.
- Know the local fire department and its operational procedures.
- Have regular fire drills, including evacuation procedures.

Natural Disasters (Floods, Tornados, Hurricanes and Earthquakes)

- Know the weather threats to your geographical area.
- Be aware of any unsettled weather that could cause a disaster.
- Put a plan together for evacuation, using all available exits, including the delivery door.
- In case of severe weather, make sure you have adequate room in storage, restroom or basement facilities for Cast Members and customers to take cover.

Personal Health Emergencies

- Know your local clinics, hospitals, emergency vehicle services, and 911 services in your area in case a customer or employee suddenly becomes ill, slips, falls, etc.
- It is always wise if one or two employees per shift have CPR certification.
- Know where your first aid kit is located and its exact contents.

Temas de Debate:

Incendios

- Debe saber dónde se guardan los matafuegos, cómo utilizarlos y cuáles utilizar en cada caso.
- Controle con frecuencia el sistema Ansul contra incendios.
- Conozca el cuartel local de bomberos y sus procedimientos operativos.
- Realice regularmente ejercicios de simulacro de incendios, incluyendo los procedimientos de evacuación.

Catástrofes Naturales (Inundaciones, Tornados, Huracanes y Terremotos)

- Conozca las amenazas climáticas propias de la zona geográfica en que se encuentre.
- Esté atento en caso de tiempo inestable que pudiere provocar una catástrofe.
- Diseñe un plan de evacuación que utilice todas las salidas disponibles, incluyendo la puerta de entregas.
- En caso de condiciones climáticas extremas, asegúrese de contar con suficiente lugar en el depósito, los baños y el sótano para que los empleados y clientes puedan protegerse.

Emergencias Médicas

- Conozca las clínicas, hospitales y servicios de ambulancia locales y los servicios de emergencia que provee el 911 que correspondan a su zona para atender una indisposición, resbalones, caídas, etc. de un cliente o empleado.
- Siempre es aconsejable contar con uno o dos empleados por turno que tengan un curso aprobado de RCP.
- Conozca dónde se encuentra el botiquín de primeros auxilios y qué contiene exactamente!

CEC Entertainment

Where a Kid can be a Kid

August 11, 2006

Chuck E. FOCUS



Inside this issue:

thought of the week...



> *"We are what we repeatedly do. Excellence, then, is not an act, but a habit".*
>
> **Shawn Richardson, Senior Mgr Store #516**

IN THE SPOTLIGHT

Make Magical Hospitality Lansing, MI #326

Midwest Region ~ Bill Pressel's District

Great Leadership From GM ~ Abby Monroe

I just wanted to take the time to let your wonderful company know how much I appreciate the staff and management at the Lansing Chuck E Cheese. I was recently in the store this past Sunday and I my children and I always seem to enjoy ourselves, the staff is always friendly, they always have great service with a friendly smile and they all seem to enjoy there jobs, I would also like to commend the entire management team at the Lansing restaurant, on our last visit (Sunday) there were two female managers working doing a great job helping and assisting each customer. My children and I are somewhat regulars at this location and we always love coming in and spending time with your staff they all seem to really understand what working in a children's environment really means. Thank you and please be sure to send my thanks and appreciation to the management and staff at your Lansing Michigan location!

Keep up the good work!

See you soon,

Jacklyn, Cody and Brandon

Make Magical Hospitality Modesto, CA #200
Western Region ~ Wayne Casey’s District
Great Leadership From GM ~ Edwin Barahona

Oh what a beautiful morning! This morning, Tuesday, August 1, 2006, Naomi had her wish to visit her favorite restaurant granted. Because of her illness (Acute Lymphoblastic Leukemia), Naomi can\'t be exposed to groups of children or be in environments which likely have high levels of germs, bacteria and viruses. Chuck E Cheese\'s Restaurant, which appeals especially to young children, would normally be off limits for obvious reasons. Before her diagnosis, Naomi\'s parents made a trip to the local Chuck E. Cheese\'s Restaurant every Monday as a family outing. Chuck E. Cheese\'s Restaurant became a favorite destination for Naomi, and she truly missed being able to go and enjoy herself. Nina, Naomi\'s mother, contacted the management at the local Modesto Chuck E. Cheese\'s Restaurant and explained Naomi\'s condition and situation. She was pleasantly surprised when the management at Chuck E. Cheese\'s Restaurant offered to open the restaurant early for Naomi\'s use! Their staff stayed late Monday night cleaning the facility, making sure that everything was hygienic and sterile, perfect for Naomi to visit and have a great time.

When we arrived this morning, we were greeted with great fanfare and joyous smiles by the entire staff, including characters Chuck E. Cheese and Helen Henny. Incredibly, the person playing Helen had actually come in from the Salinas store specifically to make Naomi\'s visit extra special. Needless to say, Naomi was stunned and speechless, as were we all. Naomi took several photos with everyone, and both she and her brother Jeremiah were given cups filled with tokens for all of the games and rides. Over the course of the next three hours we all had a great time! Naomi\'s favorite game was the Sponge Bob game, where the challenge was to land a token precisely on a square. After only a few attempts, Naomi landed on the square with the highest possible points and we all erupted with praise and applause! Her favorite ride was a roller coaster simulator. This ride included videos of 4 famous roller-coasters from across the USA. Naomi threw her hands in the air and squealed with delight as she rode. Jeremiah's favorite game was air hockey, where he not only beat Naomi, but also his mother and myself! It was rather humbling to be beaten by a 5 year old, but he's faster and stronger than you'd think! His favorite ride was a thrill ride simulator. It was more intense than the rollercoaster simulator, but similar in concept. Jeremiah insisted that we all take turns riding with him, including Chuck E. Cheese, who graciously fulfilled the 5 year old\'s request. Jeremiah giggled as we each feigned terror while on the ride. In addition to being gracious, kind, considerate hosts, the Chuck E. Cheese's Restaurant staff also provided us with drinks, freshly baked pizza and salad. They danced and sang for us, and made sure we lacked for nothing. We extend our utmost thanks, gratitude and blessings to everyone involved in what Jeremiah proclaimed on behalf of his sister "the best day of our lives".

Special thanks to:

Edwin Barahona, General Manager
Loretta Bell-Read, Manager
Martin Olivera, Chuck E. Cheese character
Breanna Owens
Claudia Valencia
Kelvin Almazan
Heather Silva
Vince Archibeque
Anndreana Palmore
Kevin Le
Jasmine Blacks-Wheeler

Wendy Lopez, Manager
Nichole Campos, Manager
Jennifer Chrisman, Helen Henny character
Jennifer Granados
Melody Tambasan
Lareyna Baldez
Natassia Baldez
Marissa Montenegro
Jason Sain
Cindy Corpuz



God bless you all!

Making Magical Hospitality

Magical Hospitality Lowell, MA #457
Northern Region ~ John Connolly's District
Great Leadership From GM ~ Steve Hatch

Today we celebrated our two boys first "real" party outside of the home. We arrived, and was greeted by the store mgr Ed Bates who made us welcome and came by several times throughout the party to see if everything was OK. Our party hostess was incredible !!! Casey Lessieur should be commended for her attention to detail. She was even training someone at the time and still managed to be there every step of the way. It was just a great experience! We have visited the restaurant several times before, but this just topped it. Casey was open and honest with us as to how much we should buy for our other guests and she was right, right down to the slice! We had just two left. They did a fantastic job for our two boys (one celebrating his fifth and the other his third) and their 10 friends. Thank you very much for having such great and personable employees that really made it a great day for us !

Magical Hospitality Montgomeryville, PA
Southeast Region ~ Jim Brawley's District
Great Leadership From GM ~ Kirit Patel

Hello my name is Mike and I just recently visited one of your stores in North Whales PA with my 5 year old son Zack. I have been to one of your Chuck E Cheese's in Upper Darby/Springfield a few months back and was not impressed but figured I would give it another try. I attended the Chuck E Cheese in North Whales today and we had a BLAST! The venue was very clean and the staff was very helpful and friendly! I spoke with the Manager Steve and he explained to me how the venue had just had a remodel and even went as far to show me how some of the new games worked. One of the game room attendants helped my son Zack win tickets on a game called flaming finger and we even had a visit from Chuck E himself! It was a great visit and we look forward to returning real soon! Thanks and keep up the great work.

Michael Popp

Compliments

Week Ending Aug. 6, 2006

Midwest Region:

2-326, 873

Western Region:

2-631, 200, 306

Southwest Region:

962, 733

Northern Region:

501, 457, 510, 2-500, 494, 559

Southeast Region:

967, 2-383, 654, 2-762



WEEK 31

TOP TEN SALES VOLUME

		LOCATION	VOLUME
1	#446	Bell /Los Ang	$91,721
2	#418	Sun Valley /Los Ang	$81,897
3	#465	Torrance /Los Ang	$71,868
4	#453	Ventura /Los Ang	$71,768
5	#439	National City /San D	$71,674
6	#634	Glendale	$69,483
7	#377	Lynwood, Ca	$67,609
8	#410	Sacramento-Arden	$67,131
9	#422	Garden Grove/Los An	$62,736
10	#041	Bakersfield	$62,587

Complaints

Week Ending Aug. 6, 2006

Midwest Region:

348, 97, 53, 327, 873, 961,
67, 855, 82

Western Region:

390, 353, 325, 409, 702, 558, 45, 761

Southwest Region:

950, 591, 936, 667, 111, 2~563,
2~962, 596, 579, 595

Northern Region:

489, 625, 751, 645, 505, 504, 553, 556

Southeast Region:

772, 401, 968, 2~635, 55, 602, 607, 729, 460, 420
2~718, 2~434, 2~718, 403, 964, 869, 65, 436

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#471	Newington/Boston	64.5%
#843	West Allis, WI	59.4%
#336	Saginaw, MI	50.0%
#470	Hartford/Newington	47.3%
#426	Lakeland, FL	45.5%
#743	Mentor, OH	44.8%
#713	Detroit/Southgate	39.2%
#939	Augusta, GA	39.0%
#842	Milwaukee, WI	36.4%
#891	Tulsa/Crossing Oaks	34.7%

Human Resources/Risk Mgmt. Corner

Within various CEC locations surveillance cameras are used for the purpose of monitoring the property and access control systems.

Please be advised if your location has surveillance cameras in place, there are required signs that must be posted in compliance with federal and/ or state laws. Refer to the sign below to ensure the proper sign is posted in your store. If you are in need of an updated sign, please contact AJAX signs at 1-800-466-AJAX (2529) or email your request to theajaxsigns@verizon.net.

For additional information concerning CEC's policies and procedures pertaining to surveillance cameras, please contact Loss Prevention Manager, Will Reynolds ext. 4287.



Tech Support

Innovative Concepts In Entertainment, Inc.

Service Department

10123 Main Street

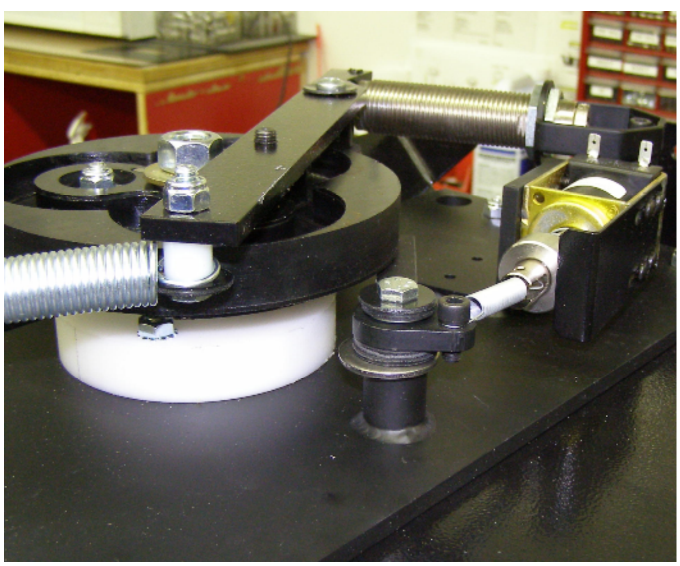
Clarence, NY 14031

(716) 759-0360

Subject: Thrill Rider Turnstile jamming or not engaging.

This service bulletin is to inform you of a possible defect in your turnstile used in Thrill Rider. If you are experiencing problems with your turnstile not engaging when a customer begins the ride or the turnstile will not disengage afterwards then remove the top of the turnstile and check if there is a hex bolt holding the arm assembly. See picture below:

If a hex bolt is present then contact ICE Service Department and order part number UPDATECLTS. This kit will correct the defect and is free of charge. If a Phillips screw is found then you might have a problem with the solenoid or the wire harness. If you have any questions please contact ICE Service Department 9:00am to 6:00pm eastern time.



David M. Bartel

ICE Service Manager

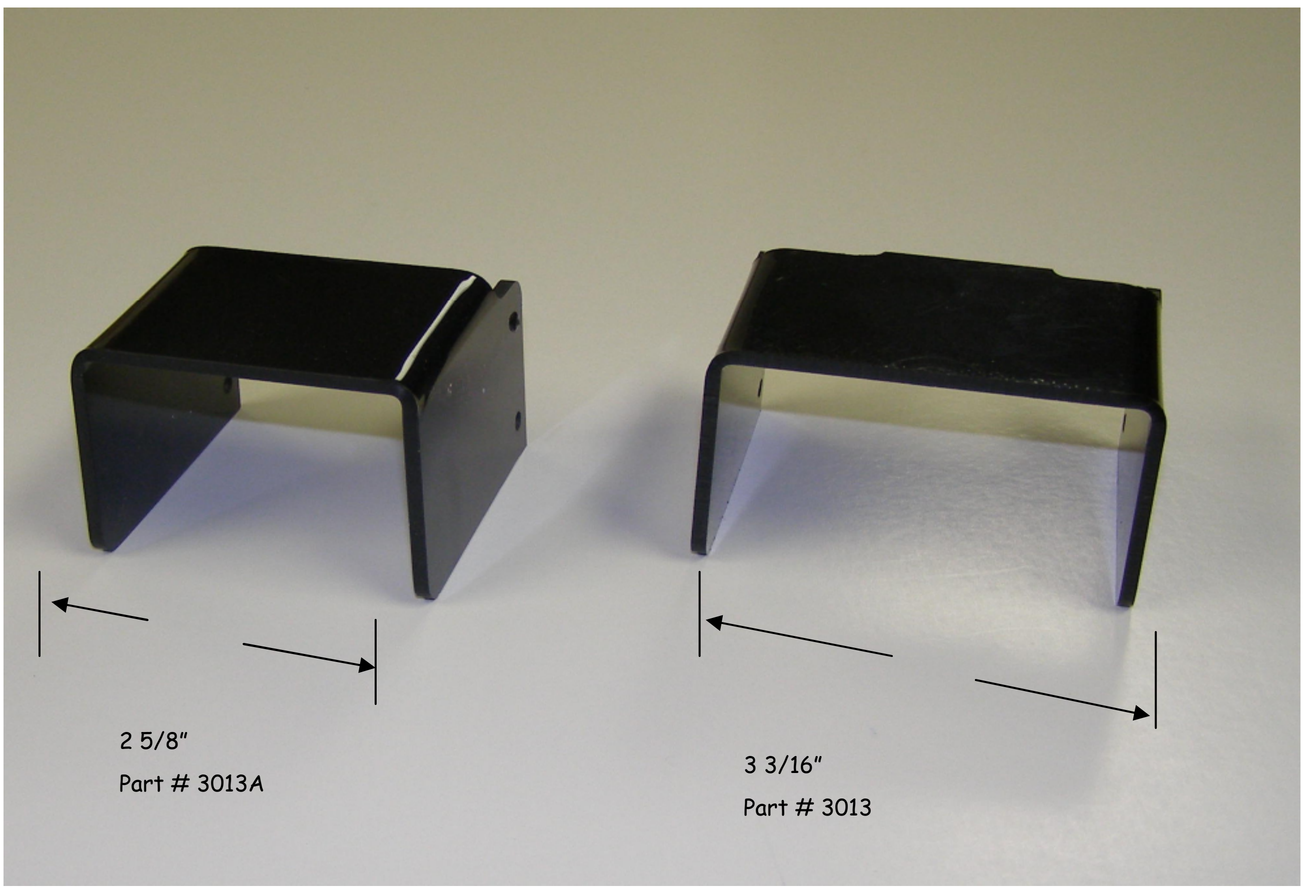
(716) 759-0360 voice

Innovative Concepts In Entertainment, Inc.
Service Department
10123 Main Street
Clarence, NY 14031
(716) 759-0360

Check it out!!

Subject: Fence Sensors experiencing sunlight issues

If your Thrill Rider Fence sensors are being blinded by sunlight then a sun shield is available free of charge. Instructions on how to mount them will be included and five shields are required per game. To determine the correct part number please see the picture below:



Two types of enclosures are used to house the sensors.

To determine the correct part number to order measure across the front of the box.

Marketing E-Mail Campaign

On August 22nd 2006, we will be launching our monthly email campaign to guests who have signed up to receive coupons through our Chuck E-Club Newsletter. These 3 offers will be the following coupons below with an expiration date of September 17th 2006. Coupon #1 is a new offer which includes a Chuck E. Cheese's collectable cup. We are continuing to test adding additional items to these meal deals to increase redemption and sales of these offers.

US OFFERS

Coupon #1
$21.99
Large 1-2 Topping Pizza or Combo
2 Soft Drinks
1 Collectable Cup
30 Tokens
Coupon Code #210

Coupon #2
$12.50
Buy 50 Tokens Get 50 Free
Coupon Code #321

Coupon #3
$19.99
Large 1-2 Topping Pizza or Combo
4 Soft Drinks
28 Tokens
Coupon Code #173

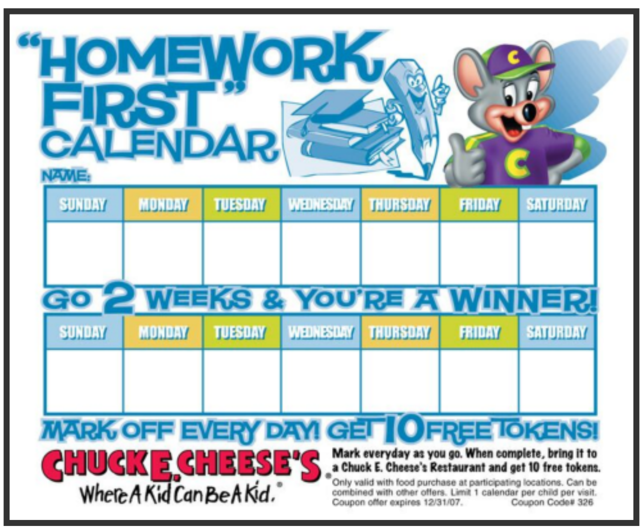
CANADIAN OFFERS

Coupon #1
$25.99
Large 1-2 Topping Pizza or Combo
2 Soft Drinks
1 Collectable Cup
24 Tokens
Coupon Code #807

Coupon #2
$16.50
Buy 50 Tokens Get 50 Free
Coupon Code #801

Coupon #3
$24.99
Large 1-2 Topping Pizza or Combo
4 Soft Drinks
24 Tokens
Coupon Code #800

As kids go back to school, we will also be sending Homework Reward calendars in the August 22 email campaign. This tool for parents is similar to the Clean Your Room and Potty Chart calendars. These are redeemable for 10 Free Tokens upon completion of the chart. Please enforce that these coupons are only redeemable with food purchase. Limit one per family, per visit (Coupon Code #326).



You may see some of these coupons come in a text format. Please except these as well as some of our guests cannot receive the HTML coupon graphics. If you have any other questions about our E-marketing program, feel free to call me directly at 972-258-4281 or email rlinders@cecentertainment.com

CEC Entertainment

Where a Kid
Can be a Kid!

CEC FOCUS

Chuck E. Cheese's

August 18, 2006

thought of the week...



Increase Sales, Make a lot of Money and HAVE FUN!

Mike Magusiak

Inside this issue:

Make Magical Hospitality Arlington, TX #416 Midwest Region ~ Theo Godfrey's District Great Leadership From GM ~ Wanda Thicklin

On Saturday, August 5, 2:00pm my daughter had her party at the Chuck E Cheese in Arlington. Our party organizer was Candice, and she was WONDERFULL!!!!! She handled everything, and made the experience so relaxing and enjoyable for my husband and I. Our daughter had an amazing time, and really felt special. We had a party at the same location 2 years ago, and it was so awful that we were very hesitant to return to the same location. We are so glad that we gave it a second chance, and will be requesting Candice for all of our future parties at this location. We feel that Candice went above and beyond, and hope that she will receive some special recognition from the management for her great attitude, outstanding customer service, and talent at her job. Thank You, Bonnie and Jeff Moon



Magical Hospitality



Magical Hospitality Deptford, NJ #481
Northern Region ~ Mike Heuston's District
Great Leadership From GM ~ Anthony Revello

I went to the Deptford store on Friday night and wanted to send you some feedback on my visit. My kids and I really had a blast and everyone was very helpful even the manager told me about the remodel the store is going to get and the new games which I find real cool. The only reason I'm sending this is because everyone is easy to complain but never to email a great visit so I felt I should let you know things are fun in the Deptford store

Thanks! Mark Crosalov, frequent CEC guest.



Even More Magical Hospitality

Magical Hospitality Gurnee, IL # 694
Midwest Region ~ Bob Stripsky's District
Great Leadership From GM ~ Jackie Baldwin

We had scheduled my daughter's 5th birthday party at the community aquatic center. Unfortunately, Mother Nature did not cooperate, and we were rained out. Literally, in a last minute attempt to salvage this party without too much inconvenience to our guests I contacted your establishment in Gurnee, IL. To my dismay, I was told they do not take 'same-day' birthday party reservations; however I could still come in &order off the menu. I was unsure if they could accommodate a seating area for our 20+ guests. I really had no choice other than reschedule the entire (which I did not want to do). I showed up earlier than the guests and immediately asked to speak to the manager, Jackie. I told him of my situation and asked if there was anything he could do to help me with seating arrangement of our party. He said it wouldn't be a problem at all and told me we could do a 'walk in' party. He was extremely helpful, understanding, and overall reduced my stress level immensely! He continued to check in our party, included us in the birthday song and dance, and helped with the cake, our food order, everything!! Our day could not have turned out any better. Jackie definitely went over and above the extra mile and we want to make sure this does not go unrecognized.

Thank you kindly, The Shaffer's /Kaitlyn's Party, 8/6/06 @ Party Table #2

Even More Magical Hospitality

Magical Hospitality Spartanburg #383 & Greenville #968, IL
Southeast Region ~ Abbas Saadat's District
Great Leadership From GM's Shawn Stanley & Marcus Scarabino

I recently had a birthday party for my 5-year-old son at the Chuck E Cheese in Spartanburg, SC. He had a wonderful time. I was impressed with the staff, the food, and the value of the party. All the kids had a great time. This was my son's first 'friend' party, and he was thrilled. His actual birthday was a couple of days later, and I let him pick anywhere for lunch that day. He chose Chuck E Cheese again, so we went to the one in Greenville, SC. We had another wonderful time. I was very impressed with the Greenville staff as well as the facility. It seemed very open and I could spot my son from just about anywhere in the room, which allowed me to relax and give him a little (although a very little) space. My son really loves Chuck E Cheese. We only go as a treat (single mom watching pennies here), but when offered a treat its usually the first thing that comes to his mind. Thanks so much for being part of what was a great birthday for him.

Magical Hospitality Canton, MI #80
Southeast Region ~ Raja Joshi's District
Great Leadership From GM Kelly Biddinger

I visited this location last evening and had a tremendous time. The games were in great condition, the food was great, the salad bar was well maintained. The show is in good condition and the staff was very friendly. Everything was satisfactory! Keep up the good work! Also the prizes were really cool!

sincerely, Jason Sczynski



Make Magical Hospitality Huntington Beach #406
Western Region ~ Steven Hatton's District
Great Leadership From GM ~ Wayne Tennis

I went to the Huntington Beach Chuck E. Cheese last night with my kids. It was my first time ever at Chuck E. Cheese. I went up to the register to order food and tokens. I was helped by a wonderful young lady, which I later found out her name was Ann. Her personality was perfect and she was a huge help. I didn't know anything about the deals or how things work. She was so patient with me. I probably changed my order 10 time. There wasn't one time that I ever felt rushed. I had a lot of questions and she knew the answers to all of them. She even knew exactly what was on all the specialty pizzas. When I got my food, it was perfect. Ann guided me to pick the perfect deal. There wasn't too much food and when my kids ran out of tokens, they were ready to go home. I also want to compliment this store on a couple of things. First, the hospitality was awesome. Ann made me want to come back every weekend. She made the employees at Boomers, the fun zone that we used to go to, look bad. I don't think that Ann ever stopped smiling the whole time she was taking my order. The second thing that I want to compliment on was the cleanliness. I felt like I was at home. The bathrooms were so clean. Usually I make my kids wait till we get home to go to the bathroom, but the bathrooms were so clean, I didn't even hesitate to take my kids in the bathroom. The last thing that I want to say is that the employees were very nice. A game ate my token and I asked one of the guys, in a striped shirt, if he could fix it. I didn't really care about the token that the game ate. He was so nice, not only did he give me my token back, but he gave me 2 extra tokens plus he fixed the game. I really did have a "magical time".



Compliments

Week Ending August 13, 2006

Midwest Region:
606, 349, 694, 331, 80, 73, 916

Western Region:
399, 109, 440, 406, 2-413, 115, 453

Southwest Region:
5~ 31, 416, 599

Northern Region:
525, 471, 488, 481, 476, 553, 101, 738

Southeast Region:
383, 705

Complaints

Week Ending August 13, 2006

Midwest Region:
63, 685, 54, 795, 335, 47, 833, 947

Western Region:
410, 423, 465, 852, 325,
353, 413, 865, 2~414, 43,

Southwest Region:
575, 735, 98, 568, 35, 310, 562

Northern Region:
485, 523, 650, 516, 513, 499, 101, 547, 530

Southeast Region:
121, 701, 533, 762, 607, 433, 435
474, 50, 719, 460

WEEK 32

TOP TEN SALES VOLUME

	LOCATION		VOLUME
1	446	Bell /Los Ang	$89,779
2	418	Sun Valley /Los Ang	$77,215
3	453	Ventura / Los Ang.	$67,224
4	465	Torrance /Los Ang	$66,205
5	634	Glendale	$65,463
6	377	Lynwood, CA	$65,131
7	439	National City/San Diego	$64,569
8	109	Burbank, CA	$61,467
9	422	Garden Grove, CA	$58,920
10	407	Corona / Los Angeles	$57,426

TOP TEN SALES INCREASE

LOCATION		% INCREASE
719	West Orlando, FL	641.3%
438	Kendall, FL	55.4%
435	North Miami	52.4%
566	Hattiesburg, MS	42.0%
847	Langley/Vancouver	37.0%
609	Baton Rouge, LA	36.0%
426	Lakeland, FL	33.7%
725	South Dade, FL	33.6%
616	Buford, GA	32.2%
930	Beaumont, Tx	30.7%

CEC's Anniversary Corner



Congratulations Dave Smithers on 20 Years w/ CEC!!!



Merchandise Tips

Prize Category Change

**The 100 TIX Magazine Prize is changing to the
100 TIX Sport/Game Prize Prize.
The CEC item # is staying the same, #55780.
You will see this change on your DFI order sheet**

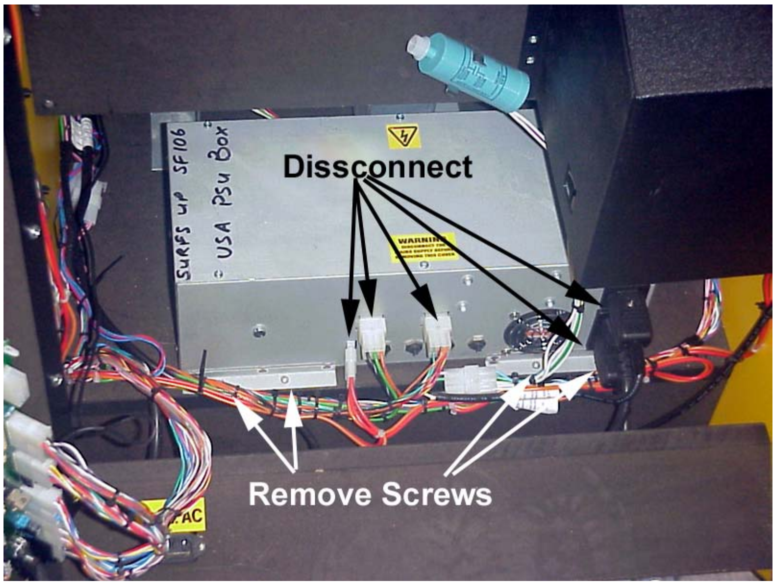


SURFS UP POWER SUPPLY

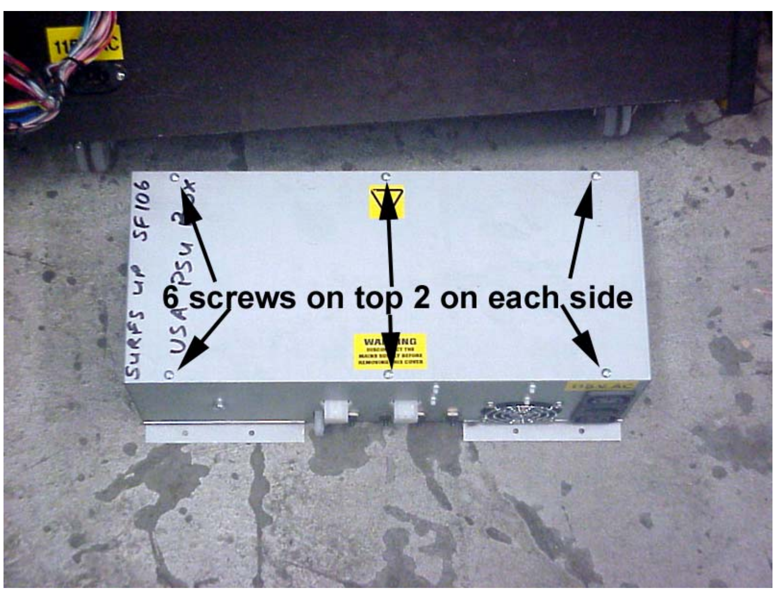
Tech support

Tools Required: #2 Phillips head screwdriver.
Approximate time: 20 min.

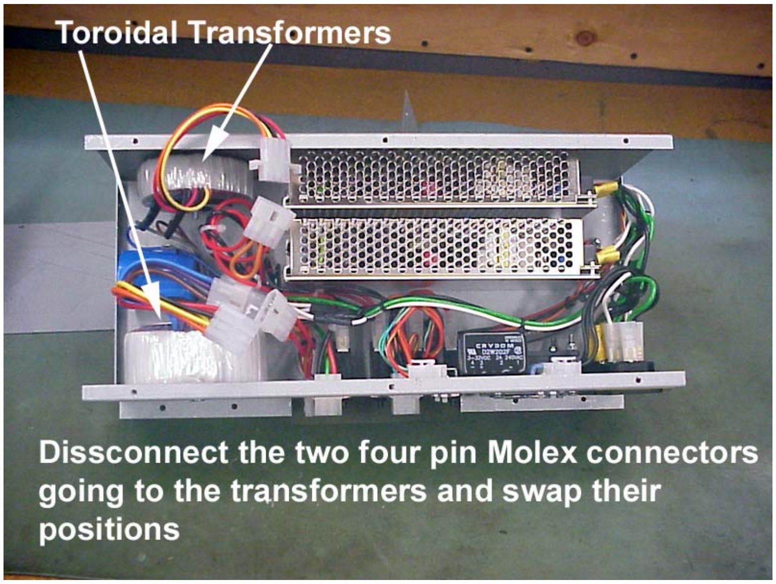
Turn the machine off and disconnect the power cord ~ Open the rear access door.
Disconnect the three Molex connectors and two NEMA cords attached to the power supply.
Remove the four screws securing the power supply at the rear. Remove the power supply from the machine.



5) Place the power supply on a workbench; remove the ten screws that secure the cover.



Remove the cover of the power supply and locate the two toroidal (circular) transformers in the left side of the power supply.



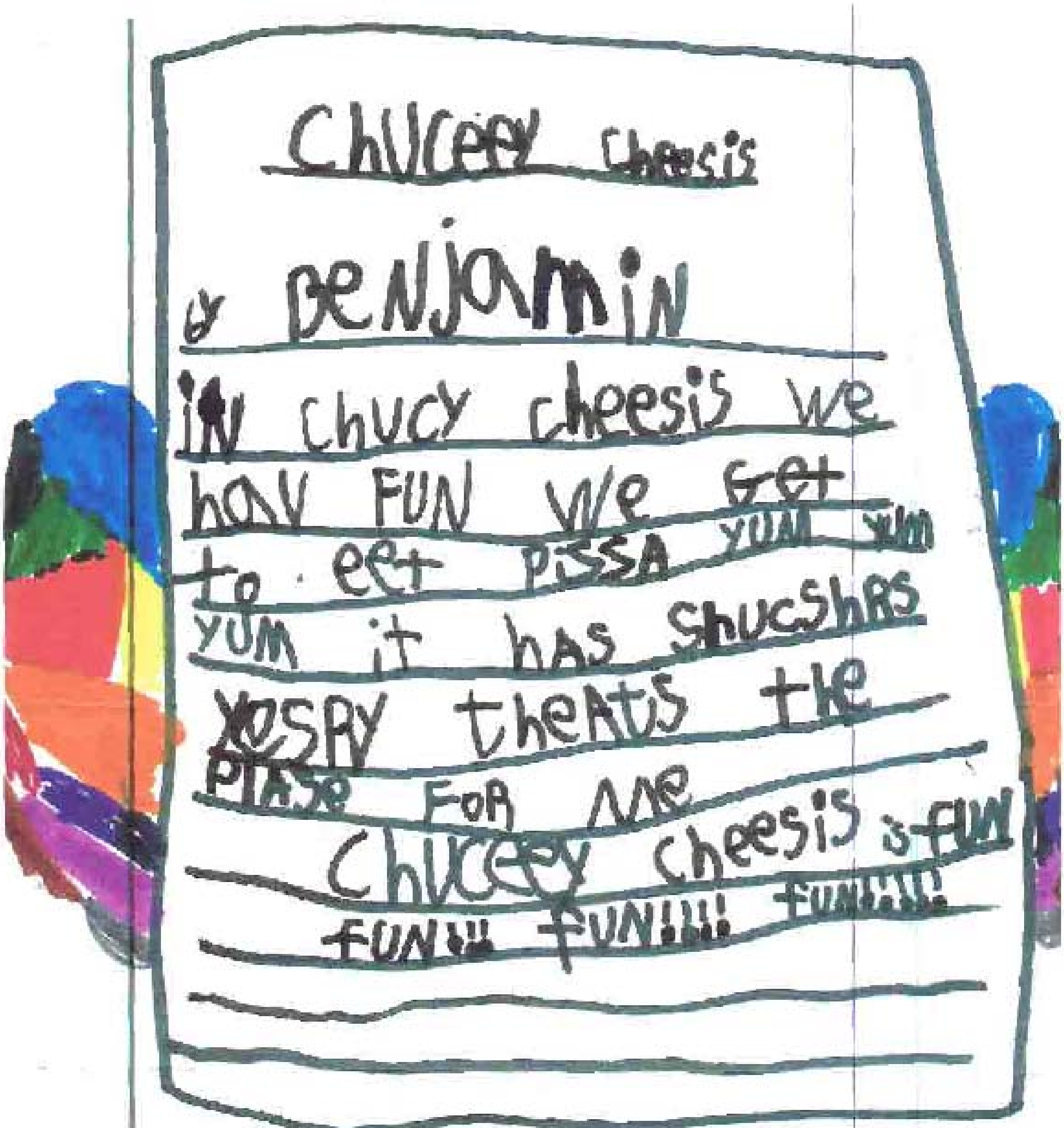
Both transformers plug directly into four pin Molex connectors, disconnect them and switch the connectors. The larger transformer goes to the four-pin connector with the orange jumper. The large transformer will now power the shooter motor and the smaller one will power the Halogen lamps.



Re-secure the power supply cover and reinstall the unit in the machine.

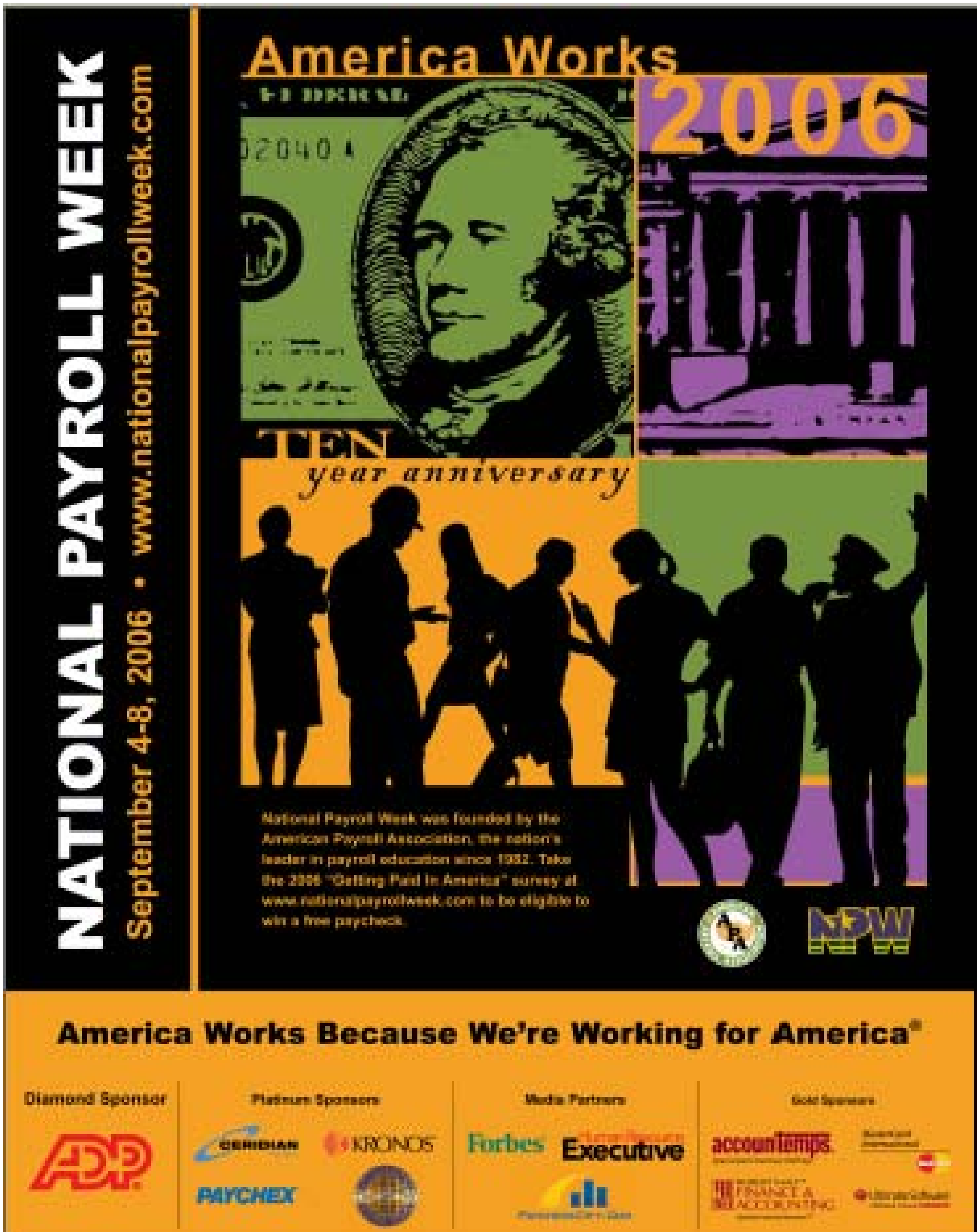
In the front of the machine open the access door above the cash box. On the right hand side of the machine you will see the DIPswitches, Adjust the ejector board dipswitches:
SW1 (6-way) - all OFF.
SW2 (4-way) - all ON.

Restore power to the unit and return to normal operation.



The note above is from Benjamin Glass in Brookline, MA / his Mom translated it for us:

In Chuck E. Cheese's we have fun
We get to eat Pizza, YUM, YUM, YUM,
It has structures, yes sirree
That's the place for me
Chuck E. Cheese's is FUN, FUN FUN!!!


NATIONAL PAYROLL WEEK
September 4-8, 2006 • www.nationalpayrollweek.com
America Works
2006
TEN
year anniversary
National Payroll Week was founded by the American Payroll Association, the nation's leader in payroll education since 1982. Take the 2006 "Getting Paid In America" survey at www.nationalpayrollweek.com to be eligible to win a free paycheck.
America Works Because We're Working for America®
Diamond Sponsor
ADP
Platinum Sponsors
CERIDIAN
KRONOS
PAYCHEX
Media Partners
Forbes
Executive
Gold Sponsors
accountemps
FINANCE & ACCOUNTING

CEC Entertainment

Where a Kid can be a Kid

August 25, 2006

Chuck E. FOCUS



Inside this issue:

thought of the week...

Whether you think you can or think you can't - You are right ~ Henry Ford

Submitted by Lois Perry, VP Marketing



IN THE SPOTLIGHT

Make Magical Hospitality Villa Park, IL #686
Midwest Region ~ Arshad Kahn's District
Great Leadership From GM ~ Dorothy Jones

I just wanted to tell you that we visit here often, not just because our 2 year old loves it - but because your staff is absolutely awesome at this location.

We have been so pleased with the cleanliness, courteousness, and friendliness....and it's safe, and a great, affordable place to have some family fun.

Just wanted to say thanks!

Making Magical Hospitality

Magical Hospitality Chattanooga, TN #969
Southeast Region ~ Cindy Higdon's District
Great Leadership From GM ~ Jeff Gorman

My name is Amanda Brown and I just want to take this time to compliment the management and staff at your Chattanooga location. We just relocated to Chattanooga, and I brought my two children in to celebrate their first day at a new school. Everyone was very friendly and willing to help. We were first greeted with a smile at the door and then the cashier was very helpful in helping us decide what was the best deal for us. The girl that brought us our pizza had a great attitude and made sure we were doing great. The boy in the game-room was interactive with all the kids and even helped my son with some of the new games. Everyone was constantly doing something to help or make things fun. They even did something I have never seen at any Chuck E Cheese I've ever been to. They were throwing tickets in the air. And right before we left, Chuck E came out and they marched around the entire restaurant with all the kids following and threw more tickets. I asked the manager, I think her name was Alicia, what that was and when they started doing that. She told me it was what you all call a ticket splash. I've never had a bad experience at any of your locations, but this was definitely the best. My kids really enjoyed themselves. They even asked if we could come back tomorrow. So not only was the pizza great, the whole experience was excellent. So thanks for having a great place to bring children.

Keep up the great work!!

Thanks again,

Amanda Brown



Magical Hospitality San Antonio / Selma, TX # 583
Southwest Region ~ Mike Steven's District
Great Leadership From GM ~ Karen Croom

We visited Chuck E. Cheese this afternoon. The facility was clean and the staff was great! We would like to send special thanks to the manager of the facility. My son lost some of his tokens (57 of them actually). He sat them down while playing a game and somebody took them. He was very disappointed that someone would do that. The manager and employees were all very nice and they even replaced some of his tokens (20 of them.) My son was very happy. Thanks again for providing a fun place for kids to play.

It's a great way to get out of the Texas heat and have some fun!

Make Magical Hospitality Laurel, MD #087
Southeast Region ~ Jerry Lutzkus' District
Great Leadership From GM ~ Wilson Jean

August 14th, 2006

CEC Entertainment, Inc.
Attn: Chuck E. Cheese
4441 West Airport Freeway
Irving-Dallas, Texas 75062

Letter of Appreciation

Dear Chuck E.:

Recently we had the pleasure of returning to our local Chuck E. Cheese in Laurel, Maryland for my son's third Birthday celebration. I wish to comment upon our experience.

We have had many good occasions there before, as this is our kid's local hangout. It is a perfectly safe and wonderful place to romp around and to share a "quality time" outing as a Family, but this time things were different... he is now Three! The World seemingly comes alive at this age. Everything sort'a fits in his little mind. We wanted to have this visit to be a very special one and, of course, to out-do and impress his friend's Parents, too. (Ah, yes!)

Upon their arrival, our guests were greeted and made to feel welcomed by your Manager, Wilson Jean. He repeatedly asked us if everything was satisfactory and he meant it. We thank him for his personal attention to those little details that, otherwise, could have ruined our party. We knew that he was there to ensure that our afternoon would be a nice one. His involvement helped us a great deal. His very personable manner made our particular event truly enjoyable.

So, as our festivity progressed, I observed some other Parties having their needs attended to. Our wait-staff, Diane Mameyan and Maameyaa, engaged those children seated next to us in a sing-a-long with Chuck E. and did so with great enthusiasm. I only hoped they wouldn't burn-out before singing with our group. To my utter

surprise, they gave us the fine care and attention the others had received. I am not sure that I could have kept up such a splendid performance, over and over again, without losing my mind, yet, they did a very good job and they seemed to have fun doing it. Please, congratulate them for their extraordinary service. I am still very impressed.

It would be unfair not to recognize the superb efforts of your Manager and those of your Employees. It is easy to hire someone, but it is almost impossible to hire good ones. I trust that you might extend to each one of them our sincerest appreciation for making Kyle's afternoon party a memorable one.

Needless to say, Kyle had a blast and, for that matter, so did everyone. Again, We trumped the other parents with envy.

We look forward to Kyle's fourth Birthday Party. In the mean time, he'll spend many more fun-filled visits with his Pal, Chuck E. Wishing you every continued success, I remain

Most Cordially Yours,

Kevin McMurtry

Kevin, Jessica, Kyle (3) and Kayce (5 mos.) McMurtry
7733 Telegraph Road, Lot No. 47
Severn, Maryland 21144-1113



Compliments

Week Ending Aug. 20, 2006

Midwest Region:

670, 686

Western Region:

363, 311, 447, 422, 356, 115

Southwest Region:

599, 583

Northeast Region:

481

Southeast Region:

2-762, 433, 474, 969



Complaints

Week Ending Aug. 20, 2006

Midwest Region:

58, 726, 94, 831, 846, 833, 82

Western Region:

444, 440, 465, 406

Southwest Region:

668, 735, 891

Northeast Region:

485, 501, 755, 468, 645, 481, 505, 504

496, 553, 554, 555, 340, 436, 530

Southeast Region:

87, 635, 455, 380, 637, 613, 403

474, 79, 964, 703, 460, 720

WEEK 33

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell /Los Ang	$91,950
2	#418	Sun Valley /Los Ang	$82,804
3	#522	Brooklyn, NY	$81,929
4	#453	Ventura /Los Ang	$81,343
5	#523	Bronx, NY	$74,017
6	#654	Sterling, VA	$72,080
7	#513	Queens. NY	$71,967
8	#465	Torrance/ Los Ang	$70,167
9	#377	Lynwood, CA	$67,930
10	#634	Glendale, CA	$66,372

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#743	Mentor, OH	69.2%
#719	West Orlando	47.7%
#709	Lake Charles, LA	39.8%
#441	San Diego	38.3%
#307	Las Cruces, NM	38.2%
#930	Beaumont, TX	37.4%
#594	Dallas/Richardson	37.2%
#562	Gulfport, MS	35.8%
#073	Chicago/Matteson	35.7%
#729	Atlanta/Cumberland	34.8%

NOTE FROM LICENSING DEPARTMENT:

Several locations have received letters from (State) *Food Service Compliance Center* notifying you of newly amended State and Federal Food Service Posting requirements in reference to hand washing. These requirements are NOT NEW; food service establishments have always been required to post such information at ALL hand washing facilities (restrooms and kitchen). Required posters are usually available free of charge by most Health Departments. If you have a question about any Health requirement or need additional assistance in obtaining required posting material, please call the Licensing Department:

Rita Winkler x5610 – California, Canada, Maryland, New York & Texas
Donna Lambeth x5481 – Northern and East Coast states
Daphne Woolfolk x4217 – Midwestern states
Cheri Hirsch x5603 – Scheduling of Health and Alcoholic Beverage Compliance Training



Reimbursement Note ~

REMINDER REGARDING THE CEC EXPENSE REIMBURSEMENT POLICY

Listed below are the most common errors that may delay or cause your expense report to be retuned.

Be sure to submit the original expense report. Faxed copies are not accepted.

Be sure to have the correct approval from the appropriate GM, DM, AD or RVP. There should always be two signatures, the employee submitting the expense report and the approving authority.

Be sure to attach the original receipts. Tape the receipts to a separate sheet of paper (or taped to the back of your expense report). Staple the separate sheet to the original expense report.

Be sure to complete the itinerary. Note the location's) that need to be charged, travel dates, purpose of travel and list of stores traveled to and from.

Entertainment details – list all persons that attended any business dinner/luncheon.

Telephone/Cellular reimbursement – be sure to attach the complete and current detailed billing. The breakdown is requested per policy to show business airtime.

Be sure to submit expense reports on a weekly basis, any receipts dated older than the week submitted may delay your expense report. NOTE: Reimbursement will not be permitted after three months from the date the expenses were incurred.

Computer/Laptops should not be purchased by an employee; contact the MIS department for any necessary computer equipment.

Expense reports are processed on a daily basis and paid within five business days of receipt. If there are any errors, missing information or any type of discrepancy, your expense report will be returned. There are no exceptions to the company policy; CEC guidelines are for all field and support center employees. It is the responsibility of the employee to know the business and travel policy. Please follow the company policy to ensure your expense report is handled in a timely manner.

If you have any questions regarding this policy call the Accounts Payable Department: Venessa Vidal @ 972-258-5460 (note: on leave until mid-November)

Barabra Gafken @ 972-258-5419 bgafken@cecentertainment.com

Workers Compensation Corner

Note to all managers <u>except</u> for Canada, Ohio, Washington State and West Virginia

If an employee reports an alleged incident or accident to you, you must IMMEDIATELY report it to **Xpresslink** (1-877-232-2524)

It is impossible to determine which injury is worth calling in and which one is not. *Therefore, call in the claim. It's the law!* Extended lag time adds unnecessary cost to the claim and the company can be fined for late or not reporting at all. Such fines will be a store expense

Ensure that injured employees, upon request, obtain medical treatment. Refer to your medical provider list posted on the bulletin board

If the employee sustains an injury that warrants <u>emergency</u> medical attention, the manager will call an ambulance

If the employee is a minor, a management employee will contact parents



Tech Support

Memo Park Hydraulic Rides

When trouble shooting the proximity sensor circuit, its important to check the following items.

1. On connector J6 (lower left hand corner of the CPU Board) check for 24 volts across pins 1 and 2. Pin 1 (+24 VDC) is the first pin on the bottom left corner of the J1 connector. Pin 2 (ground) is the middle pin bottom row of the J1 connector.

2. Insert the Black lead of the digital meter to Pin 2 (ground) of J6 and the Red lead of the meter to pin 3 (pulse line of the proximity sensor). Pin 3 is on the lower right corner of connector J6. If you coin up the ride and pedal, the Red LED to the left of J6 should flash and the digital meter will fluctuate between 0 volts and 24 volts DC. If you read voltage and the Red LED does not flash, the problem is with the CPU Board.

3. If you do not read any voltage, next check to be sure that the seat belt is fastened. Pin 3 of J6 goes through the seat belt switch and then to the proximity sensor. Also check continuity from Pin 3 of J6 to each side of the red and black wires from the seat belt switch.

4. If the continuity is good and you still read no voltage it could be that the seat belt switch has shorted to the frame of the ride which is grounded. You can check by measuring from the seat belt switch wires and the frame of the ride, you should read an open circuit.

5. If all of the above has been checked and you still have no voltage reading at Pin 3 of J6, the proximity sensor is bad and needs to be replaced.



Proximity Sensor

6 The Proximity Sensor can also be checked on your bench by hooking up a 9 volt battery to the positive and negative terminals of the sensor. Using you volt meter from the negative terminal to the pulse terminal when you pass a metal object in front of the sensor the voltage should change. If it does the sensor is good.

If you have any questions, please contact the SPT Technical Support Department at 785 862 6002.

09/06

THINK SAFETY FIRST!

09/06

HANDLE WITH CARE



Whizard Gloves





Prevent Cuts and Burns



Use all kitchen utensils and appliances safely and for appropriate tasks only.
Use todos los utensilios y aparatos con cuidado y para las tareas appropiadas.

Evite Cortadas y Quemadas

Make sure hot items are served to an adult and a verbal warning is given.
Cerciorese de que los productos calientes sean servidos a un adulto y de que este haya sido advertido verbalmente.





Whizard Glove Station

Ordering

ORDER through EdDon – Item # J7802 Total Cost $52.00, includes:

- 4 gloves - Multiple sizes: XXSm, XSm, Sm, & Med
- Cut Glove Station mount with 4 clips

Installing

The Whizard Glove Station goes in your Salad sink area to catch the water that drains after cleaning the gloves

Multiple sizes ensure that there is a glove to fit all Cast Members & Managers

Mount by your "Show me the Standard" Board

- Use the foam tape to secure the station to the wall (make NO holes in your walls)
- Place in a highly visible spot in your salad sink area
- Make it easy to reach
- Maximum height 54 inches (from the floor)

Using

Always wear a Whizard Glove when working with a "Wonder" Knife
The Whizard Gloves are dishwasher safe and sanitizer safe
After washing, squeeze the excess water from the Whizard gloves
Hang the gloves to air dry by clipping them to the Glove Station

Replacing

Call EdDon direct 1-800-947-6703
Indicate what size Whizard glove you need from item #J7802
Replacement gloves are approximately $11.00 each

CHUCK E. CHEESE'S®

09/06

CHUCK E. FOCUS - AUGUST 2006 ISSUES

(FOUR ISSUES - 8/4/06, 8/11/06, 8/18/06, 8/25/06)

Date of Origin: 2006
Archived: 5-29-12
Submission by Steve
Version 1.0